

Pharmacy Ownership Workshop, sponsored by McKesson Program Agenda

Day 1	
7:30 am - 8:00 am	Registration and Breakfast (no CE credit)
8:00 am –8:30 am	<p>Entrepreneurship and Business Plan Development Diana Courtney, RPh, Director, Student and Professional Affairs and Committees, NCPA <i>ACPE # 0207-0000-18-030-L04-P and # 0207-0000-18-030-L04-T (0.5 contact hours, 0.05 CEUs)</i> <i>Activity Type: Knowledge-Based</i></p> <ol style="list-style-type: none"> Describe the characteristics of people most likely to succeed in business. Discuss why a business plan is needed for a pharmacy.
8:30 am – 9:00 am	<p>Demographics – Know Your Potential Patients, Competitors and Prescribers Jim Springer, Ownership Advisor, RxOwnership <i>ACPE # 0207-0000-18-031-L04-P and # 0207-0000-18-031-L04-T (0.5 contact hours, 0.05 CEUs)</i> <i>Activity Type: Knowledge-Based</i></p> <ol style="list-style-type: none"> Explain the importance of researching demographics and what information you need to obtain in that research. Discuss how demographics affect your OTC and niche options. Outline how to incorporate demographic information in your business plan.
9:00 am – 10:00 am	<p>Site Selection Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA <i>ACPE # 0207-0000-18-032-L04-P and # 0207-0000-18-032-L04-T (1.0 contact hours, 0.1 CEUs)</i> <i>Activity Type: Application-Based</i></p> <ol style="list-style-type: none"> Discuss how to assess traffic patterns for a site. Discuss the impact on your potential business of signage, parking and local business, schools and communities.
10:00 am – 10:15 am	Break (no CE credit)
10:15 am – 11:45 am	<p>Deal or No Deal Jeff Baird, Esq., Chairman, Health Care Group, Brown & Fortunato, P.C. Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA Ollin Sykes, President, Sykes & Company, P.A. <i>ACPE #0207-0000-18-033-L04-P and # 0207-0000-18-033-L04-T (1.5 contact hours, 0.15 CEUs)</i> <i>Activity Type: Application-Based</i></p> <ol style="list-style-type: none"> Construct a list of attributes that cause concern in a lease or buy proposal. Discuss potential resolutions for lease problems and appropriate action.
11:45 am – 12:45 pm	Lunch (no CE credit)
12:45 pm – 1:15 pm	Meet and Greet with the Exhibitors (no CE credit)
1:15 pm - 2:15 pm	<p>The Shape and Flow of Your Pharmacy Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA <i>ACPE # 0207-0000-18-034-L04-P and # 0207-0000-18-034-L04-T (1.0 contact hours, 0.1 CEUs)</i> <i>Activity Type: Application-Based</i></p> <ol style="list-style-type: none"> Identify key features of a store layout. Describe how layout affects traffic flow. Discuss the impact on profitability of a poorly designed layout.
2:15 pm – 3:15 pm	<p>Legal Instruments Jeff Baird, Esq., Chairman, Health Care Group, Brown & Fortunato, P.C. <i>ACPE # 0207-0000-18-035-L04-P and # 0207-0000-18-035-L04-T (1.0 contact hours, 0.1 CEUs)</i> <i>Activity Type: Application-Based</i></p> <ol style="list-style-type: none"> Explain which legal documents may be involved with the transfer of ownership. Identify key legal documents used in the purchase or sale of a pharmacy. Discuss terms that protect both the buyer and seller. Outline key components of a buy/sell agreement for partners in a pharmacy.
3:15 pm – 3:30 pm	Break (no CE credit)
3:30 pm – 5:30 pm	<p>Buying Assets vs. Common Stocks Jeff Baird, Esq., Chairman, Health Care Group, Brown & Fortunato, P.C. Ollin Sykes, President, Sykes & Company, P.A. Greco DeValencia, Loan Officer, Live Oak Bank <i>ACPE # 0207-0000-18-036-L04-P and # 0207-0000-18-036-L04-T (2.0 contact hours, 0.2 CEUs)</i> <i>Activity Type: Application-Based</i></p> <ol style="list-style-type: none"> Compare and contrast the liability issues between asset purchase and stock purchase.

	<ol style="list-style-type: none"> 2. Discuss the documents exchanged between the buyer and seller in an asset purchase. 3. Discuss the mechanics of a stock purchase. 4. Explain the process for due diligence.
5:30 pm – 6:30 pm	<p>Ask the Experts Ollin Sykes Jeff Baird Greco DeValencia Jim Springer ACPE # 0207-0000-18-037-L04-P and # 0207-0000-18-037-L04-T (1.0 contact hours, 0.1 CEUs) Activity Type: Application-Based</p> <ol style="list-style-type: none"> 1. Discuss how an accountant can assist pharmacy owners during the start of a new pharmacy or acquisition of an existing pharmacy. 2. Discuss how an attorney can protect pharmacy owners during the start of a new pharmacy or acquisition of an existing pharmacy. 3. Outline the small business resources available to pharmacy owners.
6:30 pm – 7:30 pm	Networking Reception (no CE credit)

Day 2

7:30 am - 8:00 am	Continental Breakfast (no CE credit)
8:00 am – 8:45 am	<p>Community Pharmacy Valuation Scott Weaver, Vice President of Pharmacy, PRS Pharmacy Services <i>ACPE # 0207-0000-18-038-L04-P and # 0207-0000-18-038-L04-T (0.75 contact hours, 0.075 CEUs)</i> <i>Activity Type: Knowledge-Based</i></p> <ol style="list-style-type: none"> Describe how to determine an equitable selling/purchase price for a community pharmacy. Determine which factors will affect the price of the pharmacy.
8:45 am – 9:45 am	<p>Accounting and Corporate Structure Ollin Sykes, President, Sykes & Company, P.A. <i>ACPE # 0207-0000-18-039-L04-P and # 0207-0000-18-039-L04-T (1.0 contact hours, 0.1 CEUs)</i> <i>Activity Type: Application-Based</i></p> <ol style="list-style-type: none"> Analyze the pros and cons for each of the corporate structures. Describe the important components of the financials that need to be prepared for a business loan package.
9:45 am – 10:00 am	Break (no CE credit)
10:00 am – 11:00 am	<p>The How To's of Financing Your Pharmacy Deal Greco DeValencia, Loan Officer, Live Oak Bank <i>ACPE # 0207-0000-18-040-L04-P and # 0207-0000-18-040-L04-T (1.0 contact hour, 0.1 CEUs)</i> <i>Activity Type: Application-Based</i></p> <ol style="list-style-type: none"> Explain the protections that SBA loans afford the buyer and seller. Discuss borrower eligibility for SBA loans. Describe the SBA loan process from application to settlement.
11:00 am - 12:15 pm	<p>Financial Analysis Ollin Sykes, President, Sykes & Company, P.A. <i>ACPE # 0207-0000-18-041-L04-P and # 0207-0000-18-041-L04-T (1.25 contact hours, 0.125 CEUs)</i> <i>Activity Type: Application-Based</i></p> <ol style="list-style-type: none"> Explain the dynamic relationships that exist between the balance sheet and income statement. Outline how to use financial analysis as a tool to improve profits and increase cash flow. Discuss a pharmacy's financing needs.
12:15 pm – 1:15 pm	Lunch (no CE credit)
1:15 pm – 2:15 pm	<p>Acquisition Target and Opening Timeline Scott Weaver, Vice President of Pharmacy, PRS Pharmacy Services <i>ACPE # 0207-0000-18-042-L04-P and # 0207-0000-18-042-L04-T (1.0 contact hours, 0.10 CEUs)</i> <i>Activity Type: Application-Based</i></p> <ol style="list-style-type: none"> Describe the licensure requirements to open or transfer a pharmacy. Explain the details to close a pharmacy and the local, state and federal agencies that must be dealt with to close a transaction. Explain the implications of third party payer contracts that can impact on the acquisition of a pharmacy.
2:15 pm – 3:15 pm	<p>Technology to Improve Your Workflow Hashim Zaibak, PharmD, Hayat Pharmacy <i>ACPE # 0207-0000-18-043-L04-P and # 0207-0000-18-043-L04-T (1.0 contact hours, 0.1 CEUs)</i> <i>Activity Type: Application-Based</i></p> <ol style="list-style-type: none"> Discuss the different areas where pharmacy technology can improve efficiency of pharmacy operations. Outline budgeting needs for the incorporation of pharmacy technology systems into your business plan. Discuss how to phase in technology as the business grows.
3:15 pm – 3:30 pm	Break (no CE credit)
3:30 pm – 4:30 pm	<p>The Road to Pharmacy Ownership Hashim Zaibak, PharmD, Hayat Pharmacy <i>ACPE # 0207-0000-18-044-L04-P and # 0207-0000-18-044-L04-T (1.0 contact hours, 0.1 CEUs)</i> <i>Activity Type: Application-Based</i></p> <ol style="list-style-type: none"> Describe one pharmacist's challenges to pharmacy ownership and steps to overcome them. Outline 3 key strategies to assist with moving from pharmacy management into pharmacy ownership. Discuss how expansion into niche services can increase financial success of a new pharmacy.

4:30 pm – 5:30 pm	<p>Ask the Experts II Ollin Sykes Scott Weaver Hashim Zaibak Greco DeValencia Jim Springer ACPE # 0207-0000-18-045-L04-P and # 0207-0000-18-045-L04-T (1.0 contact hours, 0.1 CEUs) Activity Type: Knowledge-Based</p> <ol style="list-style-type: none"> 1. Discuss important milestones to plan into the schedule when you are buying/opening a pharmacy. 2. Discuss the effects of technology on pharmacy workflow and productivity and how to budget for technology in buying/opening a store. 3. Explain the pertinent aspects of pharmacy valuation to arrive at a fair offering price.
5:30 pm – 6:30 pm	<p>Networking Reception (no CE credit)</p>
6:30 pm – until	<p>Building from Scratch or Needing to Update an Older Store (no CE credit) Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA</p>

Day 3

7:30 am – 8:00 am	Continental Breakfast (no CE credit)
8:00 am – 9:30 am	Floor Plan, Product Placement, and Merchandising to Sell Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA <i>ACPE # 0207-0000-18-046-L04-P and # 0207-0000-18-046-L04-T (1.5 contact hours, 0.15 CEUs)</i> <i>Activity Type: Application-Based</i> <ol style="list-style-type: none">1. Describe the attributes of a well laid out pharmacy retail floor plan, and create a plan that will be inviting to customers, encourage complete full store browsing while maintaining a professional pharmacy atmosphere.2. Discuss out-front pricing strategies that deliver value to patients and utilize options and formulas available for pricing and maintaining profit margins on price sensitive personal care products and health related items.3. Outline a marketing strategy using curbside appeal, word of mouth, media, exterior and interior signage that will encourage sustained constant growth.
9:30 am – 9:45 am	Break (no CE credit)
9:45 am – 11:00 am	Practical Marketing: Tips for Success Liz Tiefenthaler, President, Pharm Fresh Media <i>ACPE # 0207-0000-18-047-L04-P and # 0207-0000-18-047-L04-T (1.25 contact hours, 0.125 CEUs)</i> <i>Activity Type: Application-Based</i> <ol style="list-style-type: none">1. Analyze the “must-do’s” of marketing.2. Discuss how to create a social media communication plan for your patients.3. Describe components of an effective multi-media communication plan for your pharmacy patients.
11:00 am - 12:00 pm	Marketing Principles Case Discussion Liz Tiefenthaler, President, Pharm Fresh Media <i>ACPE # 0207-0000-18-048-L04-P and # 0207-0000-18-048-L04-T (1.0 contact hours, 0.1 CEUs)</i> <i>Activity Type: Application-Based</i> <ol style="list-style-type: none">1. Analyze case studies and discuss practical applications of marketing principles.2. Explain 3 techniques that can be applied by the pharmacist to the case regarding marketing principles.
12:00 pm	Closing remarks, adjournment (no CE credit)